

# Daniel Vassily | Senior Marketing Operations Lead Specialist

 (617) 750-6534 |  [daniel@vassily.net](mailto:daniel@vassily.net) |  [LinkedIn](#) |  [www.vassily.net](http://www.vassily.net)

## SUMMARY

Collaborative and detail-oriented Marketing Operations Specialist with over 10,000 hours of hands-on experience in marketing automation, campaign optimization, and cross-functional enablement. A current Adobe Certified Expert in Marketo Engage, I take pride in fostering teamwork, clear communication, and lasting professional relationships. I've led complex, large-scale projects like TIBCO's "BOSS" system unification and find equal satisfaction collaborating one-on-one to solve challenges and strengthen processes. I believe that what benefits the team and company benefits me as well, and I'm seeking not just a position—but a place to contribute, grow, and call home for years to come.

## CORE COMPETENCIES

- \* **Marketing Automation & CRM:**  
Adobe Marketo Engage, Salesforce (SFDC), HubSpot, Pardot, Blaze, Knak
- \* **Campaign Operations:**  
ABM Programs, Dynamic Content, Lead Scoring, Lifecycle Management, A/B Testing
- \* **Data & Analytics:** SFDC Dashboards, Adobe Analytics, GA4, Attribution Models, Data Enrichment
- \* **Compliance & Governance:**  
GDPR, CAN-SPAM, Data Privacy, Opt-In Management, Lifecycle Governance
- \* **Enablement & Collaboration:**  
Cross-Functional Training, Stakeholder Communication, Global Team Alignment, Workflow Optimization

## PROFESSIONAL EXPERIENCE

### ★ ARCOS LLC – Columbus, OH:

#### Marketing Automation Specialist | 2022 – 2024

- ❖ Led several successful marketing automation and ABM initiatives that exceeded campaign performance expectations.
- ❖ Improved data accuracy and engagement outcomes through enhanced database hygiene and automation workflows.
- ❖ Developed demographic and behavioral scoring models that better aligned sales and marketing teams.

- ❖ Partnered with Web and Content teams to deliver improved asset engagement and conversion outcomes.
- ❖ Designed and implemented chatbot experiences that delighted users and supported team campaign goals.

## ★ **TIBCO Software Inc. – Palo Alto, CA**

### **Senior Marketing Operations Lead Specialist | 2007 – 2022**

- ❖ Unified five global Marketo Engage instances and nine Salesforce orgs in a large-scale global alignment project ("BOSS"), ensuring system efficiency and collaboration.
- ❖ Supported seamless data migrations from acquired companies (HubSpot, Pardot, Eloqua), achieving platform continuity and team success.
- ❖ Oversaw the company's NPS program operations, resulting in improved customer sentiment and shared success among internal stakeholders.
- ❖ Refined global segmentation and testing strategies, leading to stronger engagement and satisfied marketing partners.
- ❖ Created modular Marketo templates that enabled scalable, on-brand communications across multiple regions.
- ❖ Collaborated closely with international teams to deliver consistent, effective campaigns and celebrate shared project achievements.

## **CERTIFICATIONS**

- ❖ ***Adobe Certified Expert: Marketo Engage Business Practitioner*** (Sep 2024)
- ❖ ***HubSpot Marketing Hub Software Certified*** (Jan 2025)
- ❖ ***HubSpot Inbound Certification*** (Oct 2024)
- ❖ ***HubSpot Social Media Certification*** (Sep 2025)
- ❖ ***Salesforce for Marketers*** (Sep 2024)
- ❖ ***Google Analytics 4 (GA4) Essential Training*** (Jul 2024)
- ❖ ***IBM SkillsBuild: AI Fundamentals*** (Nov 2024)